

## CLAIMS

1. A primer composition for use on roofing materials comprising:  
a halogenated copolymer of isobutylene and p-methyl styrene;  
a thermoplastic rubber;  
a tackifier;  
a solvent comprising water and at least one volatile organic compound, said composition having a volatile organic compound (VOC) content of less than about 250 g/l.
2. The primer composition of claim 1 further including a plasticizer.
3. The primer composition of claim 2 wherein said plasticizer is selected from the group consisting of dialkyl adipate, dioctyl adipate, diisodecyl phthalate, diundecyl phthalate, alkyl benzyl phthalate, butyl benzyl phthalate, and combinations thereof.
4. The primer composition of claim 1 wherein said thermoplastic rubber comprises a styrene-ethylene/propylene block copolymer.
5. The primer composition of claim 1 wherein said tackifier is selected from the group consisting of hydrogenated polyalicyclic resins, aliphatic hydrocarbon resins, aromatic hydrocarbon resins, coumarone indene resin, esters of hydrogenated rosins, phenolic resins, and combinations thereof.
6. The primer composition of claim 1 wherein said volatile organic compound is selected from the group consisting of aliphatic hydrocarbons, para-chlorobenzotrifluoride, aromatic hydrocarbons, ketone-based solvents, ester-based solvents, and blends thereof.
7. The primer composition of claim 6 wherein said volatile organic compound comprises an aliphatic hydrocarbon and an aromatic hydrocarbon.

8. The primer composition of claim 1 further including an accelerator/cure package.
9. The primer composition of claim 1 further including an antioxidant.
10. The primer composition of claim 1 further including polyisobutylene.
11. The primer composition of claim 1 further including polybutene.
12. A primer composition for use on roofing materials comprising:
  - from about 1 to 5% by weight of a halogenated copolymer of isobutylene and p-methyl styrene;
  - from about 0.5 to 5% by weight of a thermoplastic rubber;
  - from about 1 to 10% by weight of a tackifier;
  - from about 65 to 90% by weight of a solvent comprising water and at least one volatile organic compound, said composition having a volatile organic compound (VOC) content of less than about 250 g/l.
13. The primer composition of claim 12 wherein the ratio of water to said volatile organic compound is from about 2:1 to about 5:1.
14. The primer composition of claim 12 further including from about 5 to 20% by weight of a plasticizer.
15. The primer composition of claim 14 wherein said plasticizer is selected from the group consisting of dialkyl adipate, dioctyl adipate, diisodecyl phthalate, diundecyl phthalate, alkyl benzyl phthalate, butyl benzyl phthalate, and combinations thereof.
16. The primer composition of claim 12 wherein said thermoplastic rubber comprises a styrene-ethylene/propylene block copolymer.

17. The primer composition of claim 12 wherein said tackifier is selected from the group consisting of hydrogenated polyalicyclic resins, aliphatic hydrocarbon resins, aromatic hydrocarbon resins, coumarone indene resin, esters of hydrogenated rosins, phenolic resins, and combinations thereof.

18. The primer composition of claim 12 wherein said volatile organic compound is selected from the group consisting of aliphatic hydrocarbons, para-chlorobenzotrifluoride, aromatic hydrocarbons, ketone-based solvents, ester-based solvents, and blends thereof.

19. The primer composition of claim 12 further including an accelerator/cure package.

20. The primer composition of claim 12 further including polyisobutylene.

21. The primer composition of claim 12 further including polybutene.

22. A method of priming roofing materials comprising:

- a) providing a primer composition comprising a halogenated copolymer of isobutylene and p-methyl styrene, a thermoplastic rubber, a tackifier, and a solvent comprising water and at least one volatile organic compound;
- b) applying said primer composition to a surface of a first roofing material to form a film;
- c) applying an adhesive to the primed surface of said first roofing material; and
- d) adhering a second roofing material to at least a portion of said primed and adhesive coated surface of said first roofing material.

23. The method of claim 22 wherein said roofing materials comprise roofing or waterproofing membranes.

24. The method of claim 22 wherein said membranes are comprised of EPDM or TPO.

25. The method of claim 22 wherein said applied film of said primer composition has a thickness of about 1 to 3 mils.